

ORDER

KSNV

Orders

Order / Rev: **104408**
 Alt Order #: **06832085**
 Product Desc: **HELLER FOR SENATE**
 Estimate: _____
 Flight Dates: **10/24/12 - 10/30/12**
 Original Date / Rev: **07/18/12 / 11/06/12**
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**
 Sales Office: **BLPHI**
 Sales Region: **National**

Agency

Name: **Strategic Media Services, Inc.**
 Buying Contact: _____
 Billing Contact: _____
 3299 K St. NW
 Washington, DC 20007

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **Heller, Dean for U.S. Senate - Revised**
 Demographic: **A35+**
 Product Codes: **PLC01**
 Priority: **SELECT PRIORITY CODE**
 Revenue Codes: **POLITICAL/AGY, PCAN, GEN**

New Business Thru: _____
 Order Separation: **00:05:00**
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	56	\$42,775.00	\$36,358.75
10/29/12	10/30/12	28	\$18,950.00	\$16,107.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$42,775.00	\$36,358.75	0.00
November 2012	28	\$18,950.00	\$16,107.50	0.00
Totals	84	\$61,725.00	\$52,466.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$61,725.00
Market	100%	\$212,844.83

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$55,339.66
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$38,312.07
KTUD	1%	\$2,128.45
KVVU	24%	\$51,082.76
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,256.90

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	10/30/12	M-F 5-6a WakeUp w/WagM	5-6a		MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
				M-F 5-6a WakeUp w/Wagners											

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 104408
 Alt Order #: 06832085
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	10/30/12	M-F 5-6a WakeUp w/WaQM M-F 5-6a WakeUp w/Wagners		5-6a	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$300.00		0.00			
E 2	KSNV	10/24/12	10/26/12	M-F 5-6a WakeUp w/WaQM M-F 5-6a WakeUp w/Wagners		5-6a	--W-F--	:30	2	\$300.002		0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$300.00		0.00			
E 3	KSNV	10/24/12	10/26/12	M-F 6-7a WakeUp w/WaQM M-F 6-7a WakeUp w/Wagners		6-7a	--W-F--	:30	3	\$700.001		0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					3	\$700.00		0.00			
E 4	KSNV	10/29/12	10/30/12	M-F 6-7a WakeUp w/WaQM M-F 6-7a WakeUp w/Wagners		6-7a	MT-----	:30	2	\$700.001		0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$700.00		0.00			
E 5	KSNV	10/29/12	10/30/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					4	\$600.00		0.00			
E 6	KSNV	10/24/12	10/24/12	Today Show Today Show	CM	658a-9am	--W----	:30	2	\$600.002		0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					2	\$600.00		0.00			
E 7	KSNV	10/25/12	10/26/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$600.002		0.00	NM	2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$600.00		0.00			
E 8	KSNV	10/24/12	10/26/12	M-F Today Show II 3rd HBM M-F Today Show II		9-10a	--W-F--	:30	2	\$275.002		0.00	NM	2	\$550.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--					2	\$275.00		0.00			
E 9	KSNV	10/29/12	10/30/12	M-F Today Show II 3rd HBM M-F Today Show II		9-10a	MT-----	:30	2	\$275.002		0.00	NM	0	\$0.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$275.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	KSNV	10/29/12-11/04/12	M-F Today Show II 3rd Hr	9-10a	MT-----	:30		(\$275.00)		0.00	NM		
Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
		2	KSNV	10/29/12-11/04/12	M-F Today Show II 3rd Hr	9-10a	MT-----	:30		(\$275.00)		0.00	NM		
Unresolved [NBC NEWS INTERRUPT]															
E 10	KSNV	10/29/12	10/29/12	M-F Today Show III 4th BM Today 4th Hour		10am-11am	M-----	:30	1	\$225.002		0.00	NM	1	\$225.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$225.00		0.00			
E 11	KSNV	10/24/12	10/26/12	M-F Today Show III 4th BM Today 4th Hour		10am-11am	--WTF--	:30	3	\$225.002		0.00	NM	2	\$450.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 104408
 Alt Order #: 06832085
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSNV	10/24/12	10/26/12	M-F Today Show III 4th BM Today 4th Hour		10am-11am	--WTF--	:30	3	\$225.00	2	0.00	NM	2	\$450.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	KSNV	10/22/12-10/28/12		M-F Today Show III 4th Hr	10am-11am		--WThF----	:30	(\$225.00)	0.00	NM				
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 12	KSNV	10/25/12	10/26/12	Rachael Ray Rachael Ray	CM	11am-12pm	---TF--	:30	2	\$225.00	2	0.00	NM	1	\$225.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---TF--	2		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/22/12-10/28/12		Rachael Ray	11am-12pm		---ThF----	:30	(\$225.00)	0.00	NM				
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 13	KSNV	10/29/12	10/30/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.00	2	0.00	NM	0	\$0.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/29/12-11/04/12		Rachael Ray	11am-12pm		MT-----	:30	(\$225.00)	0.00	NM				
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/29/12-11/04/12		Rachael Ray	11am-12pm		MT-----	:30	(\$225.00)	0.00	NM				
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 14	KSNV	10/29/12	10/30/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$275.00		0.00						
E 15	KSNV	10/24/12	10/26/12	Noon News Noon News	CM	12-1230pm	--W-F--	:30	2	\$275.00	2	0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W-F--	2		\$275.00		0.00						
E 16	KSNV	10/24/12	10/26/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.00	2	0.00	NM	3	\$675.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$225.00		0.00						
E 17	KSNV	10/30/12	10/30/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-T-----	:30	1	\$225.00	2	0.00	NM	0	\$0.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/29/12-11/04/12		The Agenda 1230pm	1230-1p		-T-----	:30	(\$225.00)	0.00	NM				
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 18	KSNV	10/30/12	10/30/12	Days of our Lives Days of our Lives	CM	1258p-2pm	-T-----	:30	1	\$275.00	2	0.00	NM	0	\$0.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$275.00		0.00						

Order / Rev: 104408
 Alt Order #: 06832085
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	KSNV	10/30/12	10/30/12	Days of our Lives Days of our Lives	CM	1258p-2pm	-T-----	:30	1	\$275.002		0.00	NM	0	\$0.00
DAYS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$275.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/29/12-11/04/12 Days of our Lives 1258p-2pm -T----- :30 (\$275.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 19	KSNV	10/24/12	10/26/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002		0.00	NM	0	\$0.00
DAYS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$275.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm --WTF-- :30 (\$275.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm --WThF-- :30 (\$275.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm --WThF-- :30 (\$275.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 20	KSNV	10/24/12	10/26/12	The Doctors The Doctors	CM	2pm-3pm	--W-F--	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W-F-- 2 \$225.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/29/12-10/30/12 The Doctors 2pm-3pm MT----- :30 \$225.002 0.00 NM The Doctors DRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$225.00 0.00 2 KSNV 10/29/12-11/04/12 Dr. Phil 3-4p MT----- :30 \$300.002 0.00 NM Dr. Phil PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$300.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KSNV 10/29/12-11/04/12 Dr. Phil 3-4p MT----- :30 (\$300.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 21	KSNV	10/29/12	10/30/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$225.00 0.00 2 KSNV 10/29/12-11/04/12 Dr. Phil 3-4p MT----- :30 \$300.002 0.00 NM Dr. Phil PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$300.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KSNV 10/29/12-11/04/12 Dr. Phil 3-4p MT----- :30 (\$300.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 22	KSNV	10/29/12	10/30/12	Dr. Phil Dr. Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	1	\$300.00
PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MT----- 2 \$300.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KSNV 10/29/12-11/04/12 Dr. Phil 3-4p MT----- :30 (\$300.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 23	KSNV	10/24/12	10/26/12	Dr. Phil Dr. Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	1	\$300.00
PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$300.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/22/12-10/28/12 Dr. Phil 3-4p --WThF-- :30 (\$300.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/22/12-10/28/12 Dr. Phil 3-4p --WThF-- :30 (\$300.00) 0.00 NM Unresolved [NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 24	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --WTF-- 3 \$450.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/29/12-10/30/12 CM 4-5pm MT----- :30 \$450.002 0.00 NM															
E 25	KSNV	10/29/12	10/30/12		CM	4-5pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate: _____

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3 at 4 (1 HOUR)															
4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$450.00		0.00			
E 26	KSNV	10/29/12	10/30/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$450.00		0.00			
E 27	KSNV	10/24/12	10/26/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$450.00		0.00			
E 28	KSNV	10/24/12	10/26/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,200.00	1	0.00	NM	6	\$7,200.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					6	\$1,200.00		0.00			
E 29	KSNV	10/29/12	10/30/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					4	\$1,200.00		0.00			
E 30	KSNV	10/29/12	10/30/12	M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$1,300.00		0.00			
E 31	KSNV	10/24/12	10/26/12	M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	3	\$3,900.00
M-F Jeopardy															
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$1,300.00		0.00			
E 32	KSNV	10/24/12	10/25/12	M-F Wheel	CM	7-730pm	--WT---	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$1,300.00		0.00			
E 33	KSNV	10/29/12	10/30/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$1,300.00		0.00			
E 34	KSNV	10/29/12	10/30/12	Ralston Reports	CM	730-758pm	MT-----	:30	2	\$450.00	2	0.00	NM	1	\$450.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/29/12-11/04/12	Ralston Reports			730-758pm	MT-----	:30		(\$450.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 35	KSNV	10/24/12	10/26/12	Ralston Reports	CM	730-758pm	--WTF--	:30	3	\$450.00	2	0.00	NM	1	\$450.00
Face to Face w/ J.Ralston															
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--					3	\$450.00		0.00			

Order / Rev: 104408
 Alt Order #: 06832085
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/24/12	10/26/12	Ralston Reports Face to Face w/ J. Ralston	CM	730-758pm	--WTF--	:30	3	\$450.002		0.00	NM	1	\$450.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		Ralston Reports		730-758pm	--WThF----	:30		(\$450.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/22/12-10/28/12		Ralston Reports		730-758pm	--WThF----	:30		(\$450.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 36	KSNV	10/25/12	10/25/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$775.00		0.00						
E 37	KSNV	10/29/12	10/29/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$775.00		0.00						
E 38	KSNV	10/29/12	10/30/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.002		0.00	NM	0	\$0.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$275.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/29/12-11/04/12		The Tonight Show		1135p-1237a	MT-----	:30		(\$275.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/29/12-11/04/12		The Tonight Show		1135p-1237a	MT-----	:30		(\$275.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 39	KSNV	10/24/12	10/26/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.002		0.00	NM	0	\$0.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$275.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		The Tonight Show		1135p-1237a	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/22/12-10/28/12		The Tonight Show		1135p-1237a	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/22/12-10/28/12		The Tonight Show		1135p-1237a	--WThF----	:30		(\$275.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 40	KSNV	10/27/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----SS	2		\$750.00		0.00						
E 41	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.002		0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$225.00		0.00						
E 42	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002		0.00	NM	1	\$325.00

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate: _____

KSNV

Totals	84	\$61,725.00
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